

Community Engagement and Planning: Reading Center for Active Living (ReCal)

Preliminary Survey Results

Presented to ReCalc

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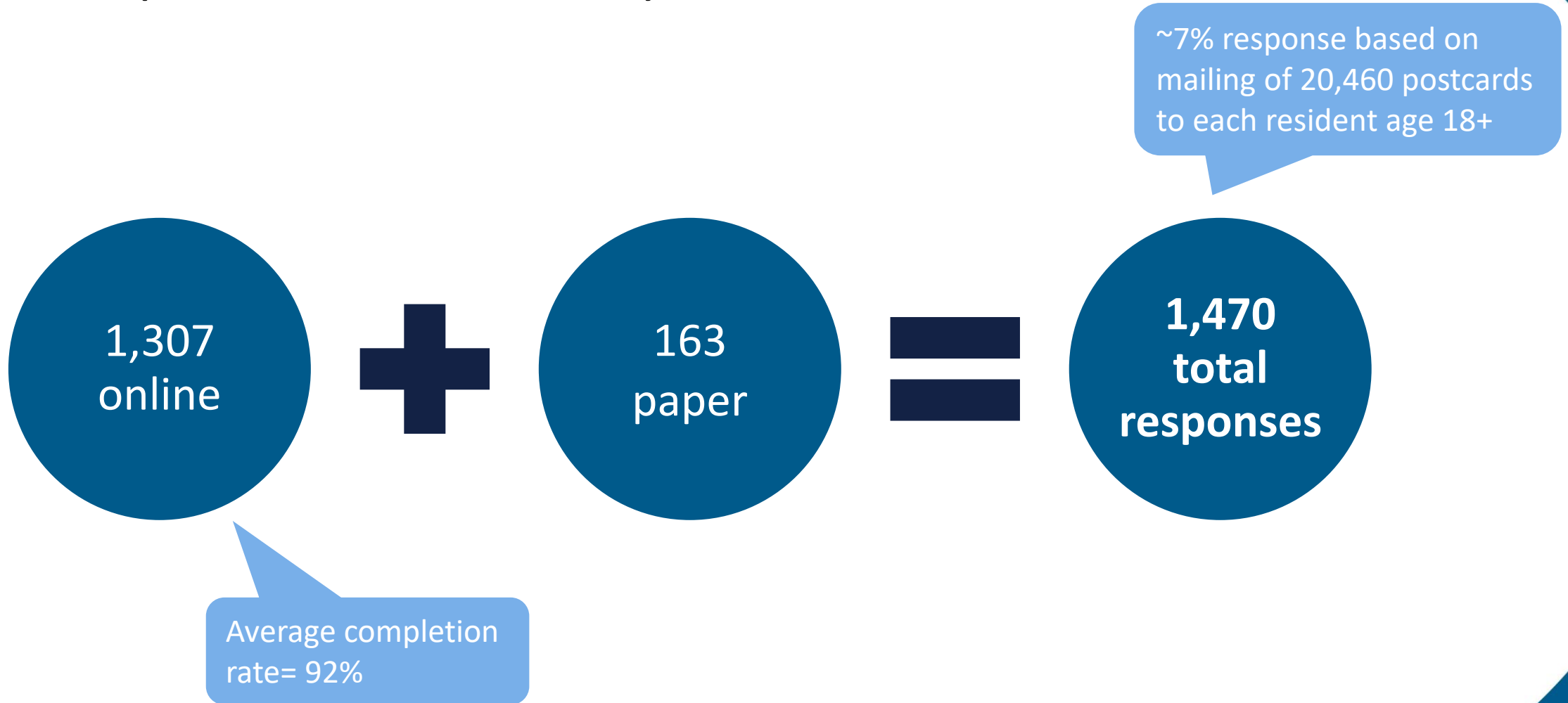
University of Massachusetts Boston

Project overview

**Final report:
Conclusions and
Recommendations**

- **3 Community forums** (April and June)
- **4 focus groups** (June and July)
- **Community Survey**
 - Online format, with 600 hardcopies available in Town
 - 9/7/22: postcard mailed to every *resident* age 18+ and survey open
 - 10/4/22: survey closed, hard copies returned to UMB

Response Summary

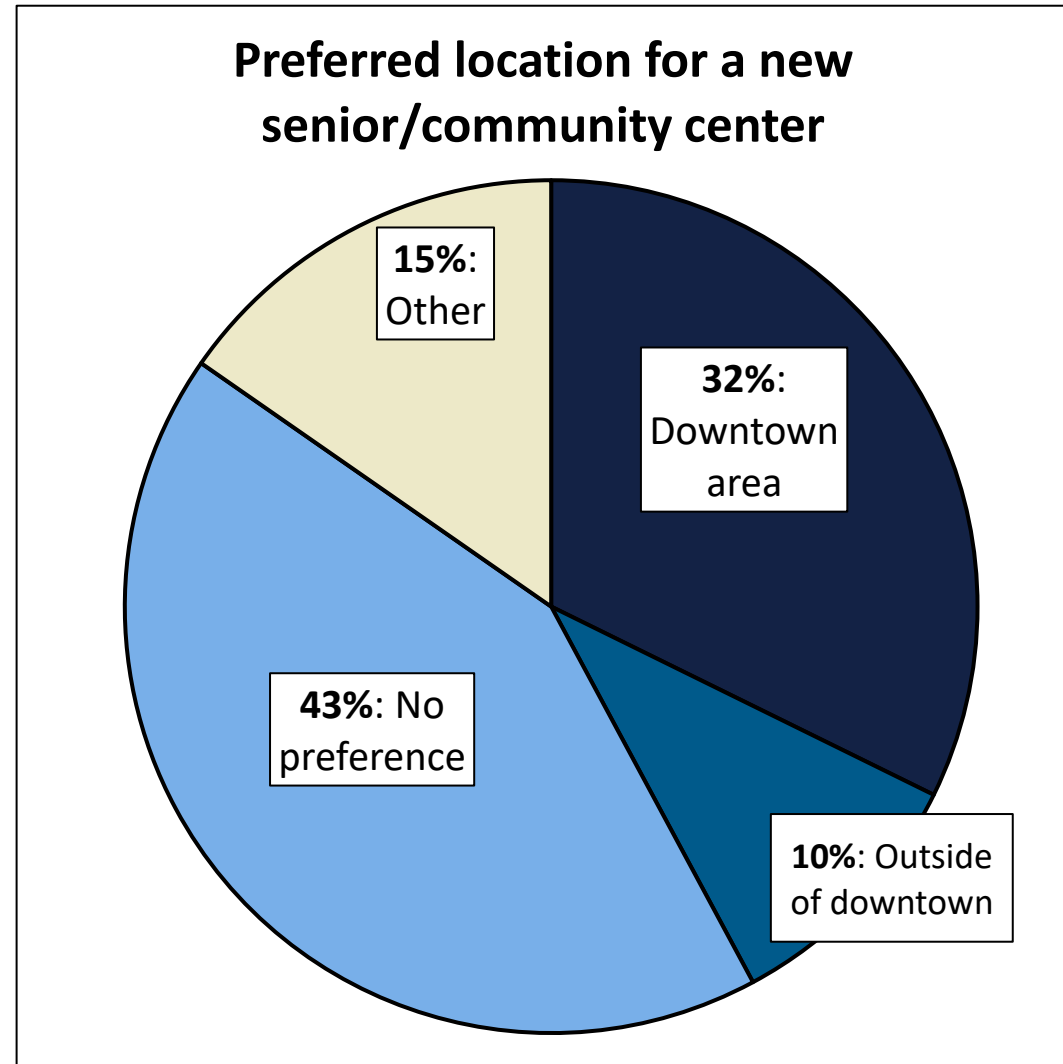
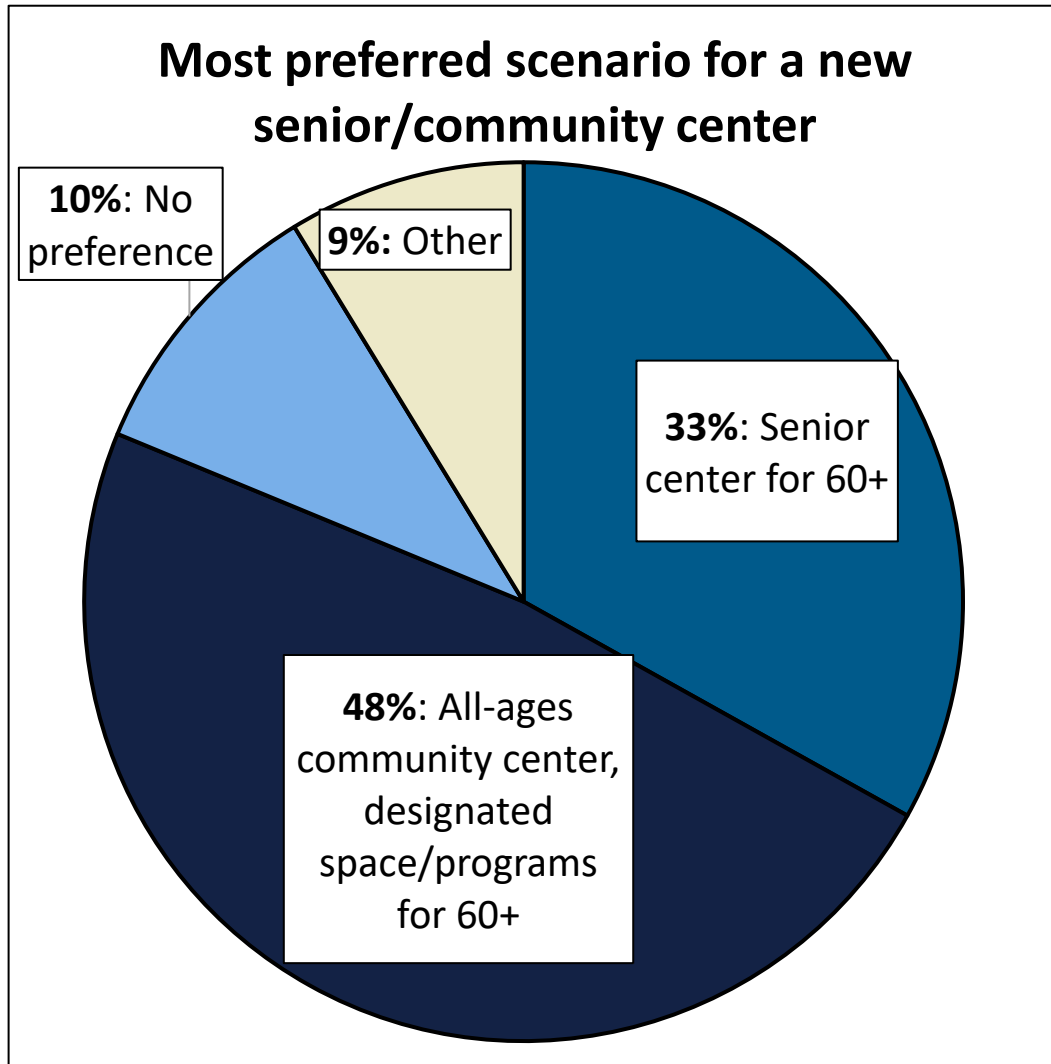


Respondent Demographics

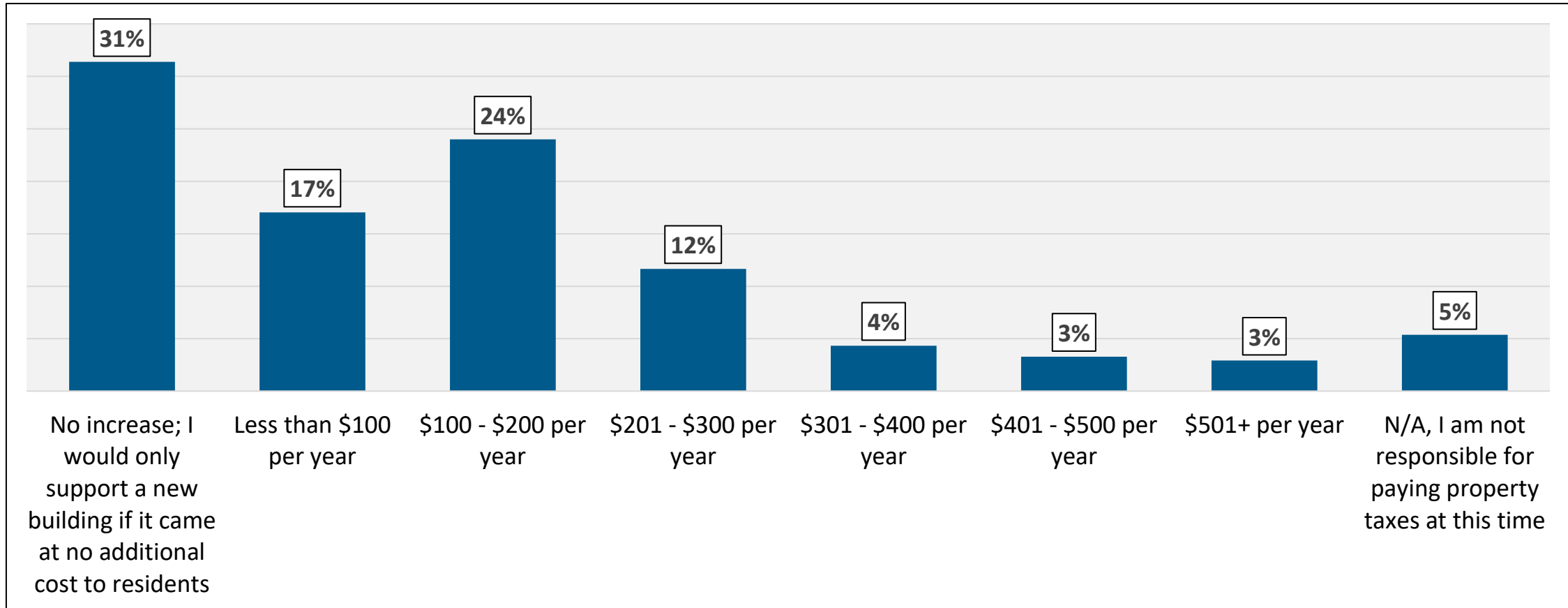
Age category	Number of respondents	Percent
18-49	285	20%
50-59	212	14%
60-69	342	23%
70-79	329	22%
80+	125	9%
Missing	177	12%
Total	1,470	100%

- Among those who reported gender, 63% identified as female and 37% as male
- 34% of respondents are working full-time
- 11% are working part-time
- 39% are retired

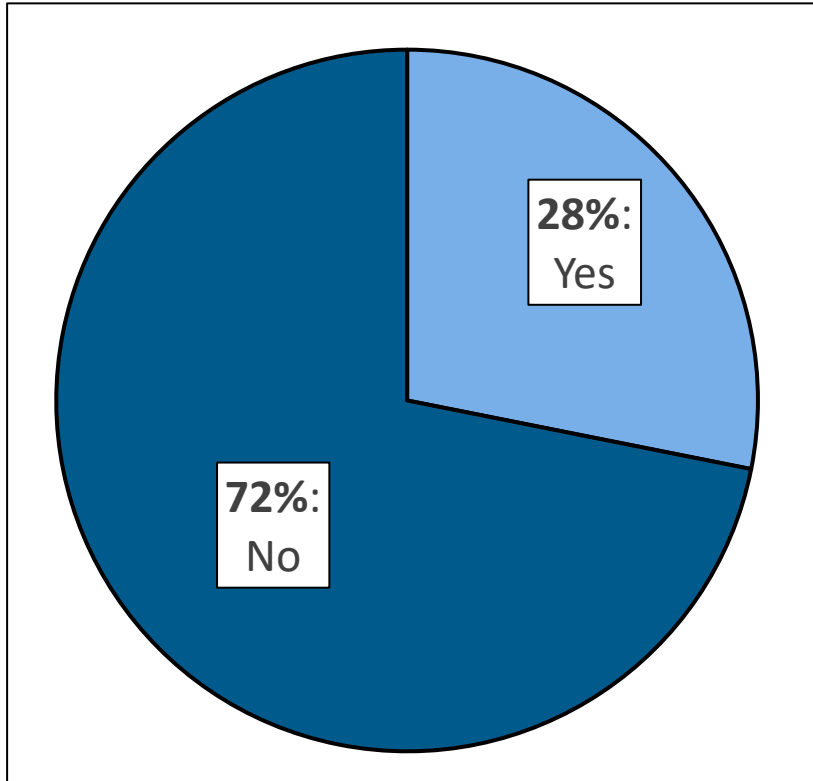
Space and Location Preferences



“Cost is a major consideration. For FY22, the average tax bill was \$9,313. If it meant an increase to your household taxes during a set period of time, please indicate the maximum amount you might support for a new senior center or community center.”



Have you ever traveled to senior or community centers in other towns to participate in their programs?



Among those who said "Yes," reasons why:	Percent
The program was not offered in Reading	61%
Attended the other Center with friends	44%
The other Center space is more welcoming / inviting	32%
Other (please specify)	21%
The other Center is easier to get to (e.g., parking and access)	18%
The hours of the other Center are more convenient	12%

Which of the following types of indoor space would you prioritize in a new senior or community center?
(Please select no more than 7)

Indoor space	Percent selected
Multipurpose space for small group activities (e.g., book club, meetings, card games)	62%
Indoor exercise space for classes (e.g., yoga, Zumba, Pilates)	54%
Multipurpose space for large group activities (e.g., concerts, lectures, parties)	43%
Café or “drop in” food space	41%
Kitchen and dining space	39%
Dedicated arts and crafts space (e.g., painting, fiber arts, pottery equipment)	38%
Space for games (e.g., mah-jongg, bridge, chess) and billiards	37%

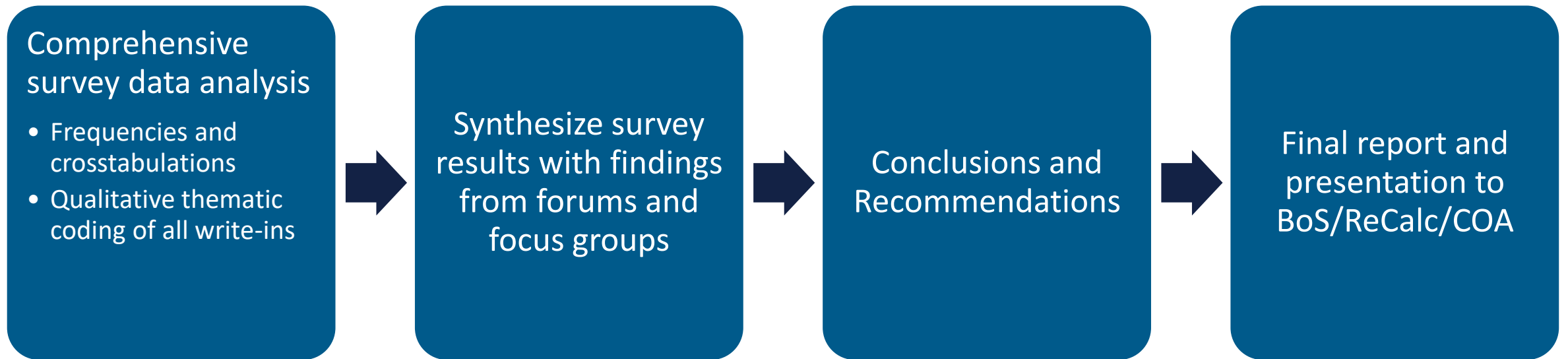
Which of the following types of outdoor space would you prioritize in a new senior or community center?
(Please select no more than 7)

Outdoor space	Percent selected
Benches or comfortable outdoor seating	63%
Picnic tables/outdoor dining space	56%
Grass area for lawn games (e.g., bocce, cornhole, croquet)	40%
Gardening area	33%
A walking/running track	30%
Team exercise space (e.g., basketball, tennis, or baseball fields, pickleball courts)	19%
Playground	13%

Which of the following types of accessibility features would you prioritize in a new senior or community center? (Please select no more than 5)

Accessibility features	Percent selected
No or little cost to participate in programs	60%
Ample parking	58%
The facility being open in the evenings and on weekends	44%
Enough space for multiple programs to be running simultaneously	44%
Door to door transportation to and from the new center	42%

Final Steps:



Thank you!

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